Appendix

A Additional tables and regressions

A.1 Correlations

In Tables 1 and 2 we report correlations between the ex ante measured personal values and personality traits.

A.2 Randomization and difference between ex ante and ex post questionnaire responses

In Table 3, we report on average reported values in the ex post and ex ante personality questionnaires. Please note that the sample in the ex post column is a subset of the entire sample.

Table 4 reports a comparison between ex ante and ex post values along with p-values from a non-parametric Wilcoxon matched pairs test.

A.3 Interaction effects

The main analysis, using the above- and below-median samples of universalism, can be criticized for being arbitrary regarding the selection of the cutoff point (the median in our case). We therefore also conducted a regression analysis in which we introduce interaction effects between the prime and universalism. Table 5 reveals that the interaction effect has the correct sign but is only significant once we control for personality and charity fixed effects.

A.4 Regression analysis using other measures of pro-socialness

In what follows, we reproduce the main analysis but replace the universalism personal value measure used above with a related pro-social personality trait measure, the Big 5 agreeableness trait. We run a regression analysis on those who score above the median in the studied measure of pro-socialness and those who score below the median. Tables 6 and 7 report regression results for subjects above and below the population

Table 1: Correlations: PVQ

	Benevolence	Universalism	Achievement	Power	Conformity	Tradition	Self-direction	Stimulation	Hedonism	Security
Benevolence	1									
Universalism	0.33	1								
Achievement	-0.42	-0.52	1							
Power	-0.41	-0.54	0.5	1						
Conformity	-0.07	-0.18	-0.17	-0.12	1					
Tradition	0.02	-0.12	-0.31	-0.14	0.39	1				
Self-direction	-0.09	0.41	-0.17	-0.21	-0.38	-0.26	1			
Stimulation	-0.09	-0.17	0.05	0.03	-0.41	-0.27	0.15	1		
Hedonism	0.02	-0.15	0	0.06	-0.33	-0.25	-0.18	0.28	1	
Security	-0.2	-0.23	-0.02	-0.04	0.26	0.12	-0.29	-0.43	-0.27	1

Table 2: Correlations: Big 5

	Big5 Emotional stability	Big5 Extroversion	Big5 Openness	Big5 Agreeableness	Big5 Conscientiousness
Big5 Emotional stability	1				
Big5 Extroversion	-0.12	1			
Big5 Openness	-0.02	0	1		
Big5 Agreeableness	-0.03	0.03	0.16	1	
Big5 Conscientiousness	0.15	0.03	-0.11	0.12	1

Table 3: Questionnaire responses before and after experiment by prime

	Ex ante			**Ex post**		
	Neu	**Uni**	**p-value**	**Neu**	**Uni**	**p-value**
Benevolence	1.103	1.099	0.875	1.107	1.100	0.721
Universalism	1.167	1.134	0.080	1.161	1.114	0.074
Achievement	0.975	1.021	0.105	0.961	1.007	0.218
Power	0.808	0.826	0.385	0.820	0.836	0.475
Conformity	0.902	0.874	0.322	0.885	0.848	0.079
Tradition	0.680	0.670	0.794	0.708	0.694	0.601
Self-direction	1.119	1.113	0.760	1.143	1.126	0.658
Stimulation	0.943	1.017	0.044	0.967	1.051	0.020
Hedonism	1.102	1.127	0.589	1.068	1.092	0.526
Security	1.040	1.020	0.232	1.034	1.034	0.912
Big5 Emotional stability	2.843	2.845	0.911	2.822	2.944	0.010
Big5 Extroversion	2.959	2.941	0.799	2.993	2.977	0.643
Big5 Openness	2.883	2.874	0.834	2.908	2.916	0.680
Big5 Agreeableness	3.248	3.199	0.277	3.220	3.214	0.716
Big5 Conscientiousness	2.769	2.789	0.662	2.788	2.767	0.576

Notes: Mean responses by prime and p-values from
non-parametric MWU tests for comparisons between priming conditions

Table 4: Comparing ex ante and ex post responses

	Correlations	Mean values		
		Ex Ante	Ex Post	p-value
Benevolence	0.754	1.095	1.096	0.650
Universalism	0.904	1.136	1.134	1.000
Achievement	0.841	1.003	0.988	0.880
Power	0.804	0.835	0.844	0.404
Conformity	0.809	0.895	0.863	0.003
Tradition	0.758	0.680	0.698	0.081
Self-direction	0.770	1.104	1.134	0.013
Stimulation	0.823	0.986	1.011	0.324
Hedonism	0.811	1.113	1.089	0.001
Security	0.835	1.035	1.029	0.821
Big5 Emotional stability	0.521	2.812	2.881	0.034
Big5 Extroversion	0.624	2.964	2.980	0.319
Big5 Openness	0.747	2.860	2.924	0.000
Big5 Agreeableness	0.599	3.226	3.210	0.382
Big5 Conscientiousness	0.468	2.778	2.780	0.793

Notes: The first column reports pairwise correlations between ex ante and ex post values.
The last three columns present overall average ex ante and ex post responses
along with p-values from a non-parametric Wilcoxon matched pairs test.

Table 5: OLS on all subjects with interaction effects

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-2.032	-2.180	-4.174*	-5.557**
	[2.897]	[2.894]	[2.490]	[2.354]
Universalism	7.086***	6.946***	2.728**	3.037
	[1.477]	[1.466]	[1.246]	[3.171]
Prime#Universalism	2.307	2.477	4.236**	5.333***
	[2.509]	[2.506]	[2.120]	[2.021]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	2.602	-1.005	-5.279***	-4.420
	[1.752]	[1.844]	[1.733]	[5.720]
N	286	286	282	282
R-squared	0.074	0.129	0.349	0.410

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

median of the Big 5 agreeableness measure. Although weaker, the findings here corroborate those using the universalism measure.

A.5 Controlling for the number of recognized words

In Tables 8-10, we report robustness checks by introducing the number of recognized words as a linear control in the regressions reported in the main analysis. In Tables 11-13, we instead exclude any subjects who were able to read one or more of the prime words in the control task.

A.6 Regressions with #Recognized words as dependent variable

Table 18 shows that when regressing the number of recognized prime words on personal values and the priming condition, participants are able to read more prime words in the universalism priming condition. Coefficients in the regressions in Table 19 indicate an interaction effect between the priming condition and the corresponding personal values. However, the effects are not statistically significant.

Table 6: OLS on subjects with above-median agreeableness

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	0.608	0.673	0.935*	1.014**
	[0.589]	[0.590]	[0.517]	[0.509]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	10.02***	5.726***	-3.571***	-24.54
	[0.398]	[0.910]	[1.085]	[30.46]
N	199	199	196	196
R-squared	0.003	0.072	0.316	0.384

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 7: OLS on subjects with below-median agreeableness

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.135	-0.196	-0.606	-0.876
	[1.035]	[1.087]	[0.873]	[0.844]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.945***	6.602***	-5.026***	7.145
	[0.714]	[1.834]	[1.568]	[38.12]
N	87	87	86	86
R-squared	0.000	0.040	0.383	0.516

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 8: OLS on all subjects

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	0.309	0.306	0.400	0.365
	[0.528]	[0.522]	[0.447]	[0.418]
#Recognized	0.108	0.150*	0.126*	0.140**
	[0.0788]	[0.0776]	[0.0651]	[0.0637]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.676***	5.670***	-4.110***	-27.68
	[0.359]	[0.822]	[0.877]	[24.06]
N	303	303	301	281
R-squared	0.006	0.066	0.325	0.408

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 9: OLS on subjects with above-median universalism

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	1.224*	1.416*	1.658***	1.587**
	[0.702]	[0.726]	[0.602]	[0.620]
#Recognized	0.0217	0.0398	0.0743	0.0983
	[0.117]	[0.112]	[0.0900]	[0.0873]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	10.73***	7.735***	-3.077**	-35.48
	[0.473]	[1.238]	[1.510]	[33.98]
Observations	143	143	142	142
R-squared	0.014	0.076	0.310	0.397

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 10: OLS on subjects with below-median universalism

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.447	-0.397	-0.476	-0.978*
	[0.757]	[0.772]	[0.649]	[0.530]
#Recognized	0.274***	0.303***	0.198*	0.228**
	[0.102]	[0.110]	[0.102]	[0.0937]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	8.657***	4.008***	-4.136***	-2.991
	[0.525]	[0.978]	[1.143]	[33.18]
Observations	140	140	139	139
R-squared	0.022	0.097	0.360	0.486

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 11: OLS on all subjects, restricted sample (excluding participants who reported prime words)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.0570	-0.0575	0.222	0.478
	[0.674]	[0.674]	[0.557]	[0.539]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.926***	6.965***	-3.070**	-61.19*
	[0.408]	[1.072]	[1.202]	[33.81]
N	178	178	177	165
R-squared	0.000	0.056	0.331	0.400

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 12: OLS on subjects with above-median universalism using a restricted sample (excluding participants who reported prime words)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	0.572	0.764	1.221*	1.267*
	[0.868]	[0.883]	[0.711]	[0.755]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	10.74***	9.514***	-0.993	-59.77
	[0.512]	[1.225]	[1.669]	[47.33]
N	94	94	93	93
R-squared	0.003	0.063	0.280	0.389

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 13: OLS on subjects with below-median universalism using a restricted sample (excluding participants who reported prime words)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.474	-0.541	-0.386	-0.747
	[1.038]	[1.073]	[0.900]	[0.751]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	8.926***	4.752***	-3.695**	-54.79
	[0.635]	[1.445]	[1.794]	[43.57]
N	72	72	72	72
R-squared	0.002	0.110	0.400	0.548

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 14: OLS on #Recognized words

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: #Recognized words			
Prime	1.471***	1.423***	1.428***	1.434***
	[0.363]	[0.350]	[0.353]	[0.348]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	1.118***	2.161***	1.875**	5.687
	[0.189]	[0.609]	[0.760]	[5.363]
N	303	303	301	281
R-squared	0.052	0.087	0.089	0.151

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects.

Charity controls include controls for familiarity with and appreciation for the charity.

Personality controls for the PVQ and Big 5 items.

Table 15: OLS on #Recognized words with interactions

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: #Recognized words			
Prime	-0.688	-0.460	-0.747	-0.516
	[1.854]	[1.785]	[1.808]	[1.835]
Universalism	-0.0451	0.0158	-0.0203	0.0692
	[0.192]	[0.196]	[0.203]	[0.291]
Prime#Universalism	0.464	0.403	0.467	0.420
	[0.416]	[0.393]	[0.398]	[0.405]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	1.346	2.229**	2.228**	6.611
	[0.875]	[1.010]	[1.066]	[5.299]
N	283	283	281	281
R-squared	0.056	0.093	0.096	0.153

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects.

Charity controls include controls for familiarity with and appreciation for the charity.

Personality controls for the PVQ and Big 5 items.

Table 16: OLS on all subjects

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	0.158	0.264	0.679	0.583
	[0.622]	[0.631]	[0.523]	[0.514]
Female	1.583**	1.479*	0.824	0.373
	[0.788]	[0.790]	[0.667]	[0.634]
Age	-0.0180	-0.0354	-0.0541	-0.0589
	[0.0514]	[0.0537]	[0.0480]	[0.0465]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.424***	6.944***	-2.445	-38.56
	[1.533]	[1.927]	[1.811]	[27.42]
N	203	203	200	193
R-squared	0.016	0.076	0.335	0.438

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

A.7 Gender and age

We sent out an ex post questionnaire asking about gender and age, but we did not obtain full participation. Hence, there may be sample selection issues that may impact the validity of the conducted analysis. Nevertheless, gender and age are correlated with values and personality measures, which thus capture at least some gender- and age-related variation in charitable giving. The following tables repeat our previous regression analysis studying priming effects but now include gender and age controls. Tables 16-18 report the results for the full sample, for the subjects with above-median universalism, and for the subjects with below-median universalism, respectively. In Table 16, using the full sample, women tend to donate more, but this seems to be driven by omitted-variable bias since if personality measures and personal values are not controlled for, the significance disappears and the estimated coefficients fall drastically.

A.8 OLS regressions using the smallest sample

Table 19 reports the results of four regressions using the the smallest sample (n=282) reported in the main paper. The purpose is to show that our main results are not attributable to our sample becoming smaller

Table 17: OLS on subjects with above-median universalism

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	1.156	1.465*	1.781**	1.949***
	[0.788]	[0.833]	[0.688]	[0.729]
Female	1.387	1.647	0.880	0.529
	[1.046]	[1.068]	[0.917]	[0.899]
Age	0.0440	0.0219	-0.0116	-0.00293
	[0.0778]	[0.0791]	[0.0676]	[0.0712]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	8.420***	5.980**	-2.874	-31.04
	[2.246]	[2.934]	[2.769]	[38.72]
Observations	109	109	108	108
R-squared	0.028	0.100	0.309	0.410

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 18: OLS on subjects with below-median universalism

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.994	-0.933	-0.868	-1.127*
	[0.921]	[0.911]	[0.764]	[0.642]
Female	1.258	1.293	0.691	0.148
	[1.160]	[1.160]	[0.932]	[0.787]
Age	-0.104	-0.129*	-0.102	-0.0721
	[0.0637]	[0.0725]	[0.0753]	[0.0552]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	11.49***	6.941***	-2.021	9.695
	[2.047]	[2.495]	[2.407]	[40.30]
Observations	87	87	85	85
R-squared	0.036	0.122	0.422	0.547

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 19: OLS (restricted sample)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	0.416	0.464	0.547	0.555
	[0.519]	[0.519]	[0.437]	[0.408]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.977***	5.971***	-4.015***	-24.09
	[0.345]	[0.854]	[0.902]	[24.15]
Observations	282	282	282	282
R-squared	0.001	0.056	0.331	0.403

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

when we add controls. It is fair to conclude that our results are robust to such restrictions (Tables 20,21).

B Translated instructions

This is an experiment in economic science, welcome. The scientific value of the experiment requires that you and the organizer of the experiment act in line with the instructions given. You will be paid monetary remuneration exactly as explained in the instructions. Hence, we urge you to read through the following instructions carefully.

Please, shut off your mobile phone. Do not speak or cause unnecessary noise.

If you have any questions, please, raise your hand - an instructor will come to you. You can present your question by whispering it to the instructor.

During the next 10 minutes, you will make 10 decisions. Your choices are anonymous - it is impossible to infer the identity of the decision maker from the collected data.

The compensation paid to you at the end of the experiment will depend on the choices you will make. One of the 10 choices you will make will be randomly drawn (each decision has an equal chance of being chosen), and you will be paid according to this choice.

Table 20: OLS on subjects with above-median universalism (restricted sample)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	1.279*	1.488**	1.766***	1.767***
	[0.704]	[0.727]	[0.594]	[0.596]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	10.70***	7.858***	-2.790*	-30.87
	[0.452]	[1.254]	[1.457]	[34.52]
Observations	142	142	142	142
R-squared	0.015	0.074	0.308	0.394

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Table 21: OLS on subjects with below-median universalism (restricted sample)

	(1)	(2)	(3)	(4)
VARIABLES	Dependent variable: Charity contribution			
Prime	-0.0679	0.0596	-0.248	-0.648
	[0.719]	[0.732]	[0.614]	[0.512]
Charity/session fixed effects	NO	YES	YES	YES
Charity controls	NO	NO	YES	YES
Personality controls	NO	NO	NO	YES
Constant	9.107***	4.341***	-4.126***	-5.035
	[0.513]	[1.015]	[1.185]	[33.29]
Observations	140	140	140	140
R-squared	0.000	0.077	0.353	0.476

Notes: Robust standard errors clustered at the subject level, *** p<0.01, ** p<0.05, * p<0.1.

Prime takes value 1 for Uni. Charity/Session includes charity and session fixed effects. Personality controls for the PVQ and Big 5 items. Charity controls include controls for familiarity with and appreciation for the charity.

Follow carefully the instructions on the screen.

In each of the ten decisions, you will share 20 euros between yourself and another party. You can increase the share assigned to the other by pressing "k". You can increase the share assigned to you by pressing "j". You will see the provisional sharing both in euro terms and in a histogram on the screen. When the division is to your liking, you can confirm the division by pressing "d".

To start the experiment, write in the "subject-id" field on the screen the first letter of your mother's maiden name (if you do not know the maiden name of your mother, write the first letter of your own surname), the first initial of your father's last name (if you do not know your father's last name, write the initial of your own last name), the last letter of your mother's first name (if you do not know the last name of your mother's first name, write the last initial of your own first name), the last letter of your place of birth (if you do not know the last letter of your place of birth, write the last letter of your current home town), and the last number of your year of birth. Then click "run" $\rightarrow$ "run non-stop"

At each time, act according to the instructions on the screen.

B.1 Instructions in the original language (Finnish)

Tämä on taloustieteellinen koe, tervetuloa.

Kokeen tieteellinen luotettavuus edellyttää, että sekä sinä että kokeen järjestäjä toimivat annettujen ohjeiden mukaisesti. Kokeesta maksetaan rahallinen korvaus koeosapuolille täsmälleen siten, kuin ohjeissa todetaan. Lue siis seuraavat ohjeet huolellisesti läpi.

Sulje matkapuhelimesi. älä puhu tai aiheuta turhaa ääntä.

Jos sinulla on kysyttä v ä ä, nosta kätesi kokeen valvoja tulee luoksesi. Voit esittä ä mahdolliset kysymyksesi kokeen valvojalle kuiskaten.

Seuraavan 10 minuutin aikana teet 10 valintaa. Valintasi ovat anonyymeja kerätystä datasta ei voida päätellä päätäksentekijän henkilöllisyyttä.

Kokeen lopuksi sinulle mahdollisesti maksettava kompensaatio riippuu tekemistäsi valinnoista. Yksi kymmenestä tekemästäsi valinnasta valitaan satunnaisesti (kullakin päätöksellä on yhtäläinen mahdollisuus tulla valituksi) ja korvaus sinulle ja toiselle osapuolelle maksetaan tämän valitun päätöksesi mukaisesti.

Seuraa tarkoin ruudun keskellä näkyviä ohjeita.

Kussakin kymmenestä päätäksestä jaat 20 euroa itsesi ja toisen osapuolen välillä. Voit lisätä toisen

osapuolen osuutta painamalla "k". Voit lisätä omaa osuuttasi painamalla "j". Näet ruudulla vallitsevan jaon sekä euromääräisesti että histogrammiesityksenä. Kun jako on sellainen kuin haluat, vahvistat pä ätöksesi painamalla "d".

Aloittaaksesi kokeen, kirjoita näytöllä näkyvään kohtaan "subject id" äitisi tyttönimen ensimmäinen kirjain (jos et tiedä äitisi tyttönimeä, kirjoita oman sukunimesi ensimmäinen kirjain), isäsi toisen nimen ensimmäinen kirjain (jos et tiedä isasi toista nimeä, kirjoita oman toisen nimesi ensimmäinen kirjain), äitisi etunimen viimeinen kirjain (jos et tiedä äitisi etunimeä, kirjoita oman etunimesi viimeinen kirjain), syntymäpaikkasi viimeinen kirjain (jos et tiedä syntymäpaikkaasi, kirjoita nykyisen asuinpaikkasi viimeinen kirjain) ja syntymävuotesi viimeinen numero. Klikkaa sen jälkeen "run" ? "run non-stop"

Toimi kulloinkin näytöllä näkyvien ohjeiden mukaan.

C Values orientation questionnaire (How much am I like this person?)

The personal pro-social and pro-self value orientations were captured with the Portrait Values Questionnaire (PVQ, Schwartz, 2003; Schwartz, et al., 1999; Schwartz et al., 2001). The PVQ has been widely used in different contexts and shows good psychometric qualities.[1] Specifically, the PVQ presents subjects with brief portrayals of different people, each describing a person's goals, aspirations, or wishes that suggest the importance of a single value type (Schwartz et al., 2001). For example, "It is important to Z to be rich. Z wants to have a lot of money and expensive things." (power) or "E thinks it is important that every person in the world be treated equally. E wants justice for everybody, even for people E doesn't know." (universalism). Statements were presented in random order. A subject rated the portrayals in response to the question "How much like you is this person?" on the following scale "very much like me", "like me", "somewhat like me", "a little like me", "not like me", and "not like me at all". Answers were coded from 6 (very much like me) to 1 (not like me at all), and mean sum scores for the corresponding items per value were calculated.

[1]Psychometric quality refers to the measurement reliability of a self-report measure in, e.g., psychological research. It is typically estimated with Cronbach's alpha. Typically, tests for psychometric quality include a test of dimensionality or, in other words, tests the clarity with which the questions serving as indicators of underlying constructs map onto the corresponding constructs in factor analytic or multidimensional scaling techniques (e.g., DeVellis, 1991).

C.1 PVQ questionnaire

Here, we briefly describe some people. Please read each description and think about how much each person is or is not like you.

HOW MUCH LIKE YOU IS THIS PERSON?

- (6) Very much like me
- (5) Like me
- (4) Somewhat like me
- (3) A little like me
- (2) Not like me
- (1) Not like me at all

1. Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.

2. It is important to him to be rich. He wants to have a lot of money and expensive things.

3. He thinks it is important that every person in the world be treated equally. He believes everyone should have equal opportunities in life.

4. It's very important to him to show his abilities. He wants people to admire what he does.

5. It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.

6. He thinks it is important to do lots of different things in life. He always looks for new things to try.

7. He believes that people should do what they're told. He thinks people should follow rules at all times, even when no-one is watching.

8. It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.

9. He thinks it's important not to ask for more than what you have. He believes that people should be satisfied with what they have.

10. He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.

11. It is important to him to make his own decisions about what he does. He likes to be free to plan and to choose his activities for himself.

12. It's very important to him to help the people around him. He wants to care for their well-being.

13. Being very successful is important to him. He likes to impress other people.

14. It is very important to him that his country be safe. He thinks the state must be on watch against threats from within and without.

15. He likes to take risks. He is always looking for adventures.

16. It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.

17. It is important to him to be in charge and tell others what to do. He wants people to do what he says.

18. it is important to him to be loyal to his friends. He wants to devote himself to people close to him.

19. He strongly believes that people should care for nature. Looking after the environment is important to him.

20. Religious belief is important to him. He tries hard to do what his religion requires.

21. It is important to him that things be organized and clean. He really does not like things to be a mess.

22. He thinks it's important to be interested in things. He likes to be curious and to try to understand all sorts of things.

23. He believes all the worlds' people should live in harmony. Promoting peace among all groups in the world is important to him.

24. He thinks it is important to be ambitious. He wants to show how capable he is.

25. He thinks it is best to do things in traditional ways. It is important to him to keep up the customs he has learned.

26. Enjoying life's pleasures is important to him. He likes to 'spoil' himself.

27. It is important to him to respond to the needs of others. He tries to support those he knows.

28. He believes he should always show respect to his parents and to older people. It is important to him to be obedient.

29. He wants everyone to be treated justly, even people he doesn't know. It is important to him to

protect the weak in society.

30. He likes surprises. It is important to him to have an exciting life.

31. He tries hard to avoid getting sick. Staying healthy is very important to him.

32. Getting ahead in life is important to him. He strives to do better than others.

33. Forgiving people who have hurt him is important to him. He tries to see what is good in them and not to hold a grudge.

34. It is important to him to be independent. He likes to rely on himself.

35. Having a stable government is important to him. He is concerned that the social order be protected.

36. It is important to him to be polite to other people all the time. he tries never to disturb or irritate others.

37. He really wants to enjoy life. Having a good time is very important to him.

38. It is important to him to be humble and modest. He tries not to draw attention to himself.

39. He always wants to be the one who makes the decisions. He likes to be the leader.

40. It is important to him to adapt to nature and to fit into it. He believes that people should not change nature.

Thank you for your cooperation!

C.2 PVQ - Coding key

- Individual Level Conformity - 7,16,28,36
- Tradition - 9,20,25,38
- Benevolence - 12,18,27,33
- Universalism - 3,8,19,23,29,40
- Self-Direction - 1,11,22,34
- Stimulation - 6,15,30
- Hedonism - 10,26,37
- Achievement - 4,13,24,32

- Power - 2,17,39
- Security - 5,14,21,31,35

D Prime words

D.1 Neutral prime words

pöytä - table; taivas - sky; teksti - text; sisältö - content; käytävä - corridor; todellisuus - reality; tilastokeskus - center of statistics; neutraalisuus - neutrality; kivennäisvesi - mineral water; lumivalkoisuus - snow-whiteness; tulitikkurasia - match box; haja-asutusalue - sparsely populated area; sivustakatsoja - by-stander; sarjakuvahahmo - cartoon character; kansallismuseo - national museum; monikäyttöisyys - versatility; virastorakennus - public office building; virvoitusjuoma - soft drink; perustuskustannus - basis cost / elementary cost; pituussuuntaisuus - longitudinality

D.2 Universalism prime words

ekologisuus - ecological (the noun of being ecological); vapaus - freedom; pyyteettömyys - altruism; reiluus - fairness; tasa-arvoisuus - equality; yhteinen etu - common good; yhdenvertaisuus - parity; avaramielisyys - openmindedness; suvaitsevaisuus - tolerance; ympäristönsuojelu - environmental protection; oikeudenmukaisuus - justice; viisaus - wisdom; oikeamielisyys - righteousness; ymmärtäväisyys - comprehension; yhteisymmärrys - mutual understanding; laajakatseisuus - broadmindedness; ihmisoikeudet - human rights; rauha - peace; luonto - nature; yhteisöllisyys - communality;

E Charity organizations

WWF - World Wildlife Fund, Punaisen ristin katastrofirahasto - Red Cross Catastrophe Fund, Pelastakaa lapset - Save the Children, UNHCR - Finnish Refugee Help UNHCR, Lääkärit ilman rajoja - Medecins sans Frontiöres, SOS Lapsikylä - SOS Children's Villages, Kirkon Ulkomaanapu - Foreign Aid of the Finnish Lutheran Church, Lastenklinikan kummit - The Association of Friends of the University Hospital for Children, Mannerheimin lastensuojeluliitto - The Mannerheim League for Child Welfare, Plan - Plan Finland.

F Pilot studies

Our study is inspired by a recent study by Andersson et al. (2016). They report that in team contests, pro-social individuals provide more effort for the team when primed with self-transcendence-value-laden word scrambles (universalism and benevolence values). The effect of the self-transcendence prime on pro-self-motivated agents (power and achievement values) was the opposite - their effort for the team was reduced. The negative effect was not predicted by the theory proposed in the study, and the authors were puzzled by it.

In this study, we examine a related effect – that of the match between personal value-driven goals and a prime on charitable giving. In our first pilots, we used a word-scramble priming technique, i.e., a supraliminal instead of a subliminal priming technique (Bargh et al. 2001) similar to that used in Andersson et al. (2016). If an effect were found, we would then proceed to study whether subliminal priming could bring about the same effect. Our first pilot study was conducted at the end of January 2011 as a classroom experiment in Norrtälje, Sweden (n=51). We found an effect of word-scramble priming, but a large fraction of subjects understood the purpose of the study (using a standard ex post funneled questionnaire procedure, see, e.g., Bargh et al., 2001) - a feature typically considered to undermine the reliability of a priming study due, for instance, to potential experimenter demand effects (Zizzo, 2010). The reason for the high rate of recognizing the purpose of the prime, we believed, was the fact that the personal values were elicited ex post during the same experimental session and it was easy to recognize that the words in the items of the Schwartz PVQ questionnaire were similar to the prime word items in the scrambles.

Our next pilot was arranged at the experimental laboratory of the Max Planck Institute in Jena, Germany, in April 2011 (n=60). We still used word-scramble priming, but in contrast to the design in Norrtälje, we changed the timing of the personal value elicitation, which was conducted a week before the actual experiment using an internet survey tool, as in our final research design. We conjectured that the temporal separation of the elicitation of values and the priming would allow us to reduce the number of subjects who would understand the purpose of the study. Once again we found results indicating the effectiveness of the prime on charitable giving. Nevertheless, an important fraction of the subjects still understood the purpose of the study (using the standard funneled questionnaire). We again suspected that the words in the items of the ex ante conducted Schwartz PVQ questionnaire were similar to the prime

words in the word scramble.

Since the evidence indicated a positive interaction effect between the prime and personal values on charity donations, we decided to proceed with the subliminal priming experiments instead of the word-scramble priming. The advantage of the subliminal priming was that if the subjects in fact were unable to consciously read the words appearing in the subliminal stimuli, they could not possibly consciously associate the prime words with the items of the PVQ questionnaire, and we could thus minimize any demand effects.

The first sessions with a subliminal design were run in Turku, Finland, on the 24th and 25th of January, 2012 (n=57). The design was fairly reminiscent of the main experiment, but (1) there were only 8 charity donation decisions, (2) we did not use the forward and backward masks in the stimuli, (3) the actual prime word appeared on the screen for 34 milliseconds instead of 17 milliseconds, and (4) we contrasted a self-transcendence prime with a self-enhancement prime in our experimental treatment (In the self-enhancement prime, we used 8 prime words with a power-value association and 8 prime words with an achievement-value association, all words taken directly from the PVQ items.) Prior to each of the 8 charity donation decisions, there were 4 word stimuli, two of which were actual words with connotations and two had letters randomly reshuffled into a non-meaningful combination of letters. Once the charity decisions were made, we asked the subjects to evaluate each of the stimuli again and decide whether an actual word had appeared on the screen, as opposed to a non-meaningful combination of letters, or whether one could not tell. Being able to distinguish words from non-words would be evidence of failure to subliminally prime the subject (typical two-alternative objective threshold task). However, this technique's main disadvantage is that it has low power. Indeed, this deficiency is discussed by Simons et al. (2006), for instance. However, we found that surprisingly many subjects could read the words on the screen.

To further improve the subliminal priming, we therefore pilot-tested various lengths of the stimuli, sizes of the letters, with and without forward and backward masks and with different length between the prime word stimuli and the masks. The purpose was to choose a priming condition in which more than 90 percent of the words could not be recalled/read but the stimuli would nevertheless be just barely "underwater" in the sense that marginal changes to facilitate the reading of the stimuli would undermine subliminity. These modifications brought us to our last pilot experiment, conducted in Turku on 24-25 October and 4 and 11 December, 2012 (n=44). It differed from the present design only in that the benchmark condition used a pro-self priming (with connotations of both power and achievement values) instead of a neutral priming

condition without any connotations. For the main experiment, we changed the pro-self priming to a neutral prime, to be able to identify a clean effect of universalism priming without confounding it with the effects of the pro-self prime.

G Personality questionnaire (Finnish original and some example English translations)

Alla olevien rivien molemmissa päissä on kuvaus vastakkaisista luonteenpiirteistä. Arvioi jokaisen rivin kohdalla, millainen itse olet. Jos toinen kuvauksista sopii sinuun hyvin, valitse sitä lähin vaihtoehto. Jos toinen kuvauksista sopii sinuun jossain määrin, valitsee sitä toiseksi lähin vaihtoehto. Jos molemmissa päissä mainitut piirteet kuvaavat sinua yhtä hyvin, tai jos et osaa päättää, valitse keskimmäinen vaihtoehto. (English translation: "In the two opposite ends of the rows here below, there are decriptions of two opposite kinds of personality characteristics. In each row, evaluate yourself; If one of the descriptions matches you well, choose the option closest to the description. If one of the descriptions matches you to some extent, choose the option second closest to it. If the descriptions on the two ends of the row characterize you equally well, or if you cannot decide, choose the middle option.")

Minä olen ...(English translation: "I am... ")

1. Hermostunut, pelokas, huolestunut (English translation: "Anxious, frightened, nervous) o o o o o Rauhallinen, tyyni, levollinen (English translation: "Calm, serene, composed")
2. Ystävällinen, sydämellinen (English translation: "Friendly, cordial) o o o o o Kylmä, etäinen, varautunut (English translation: "Cold, distant, reserved")
3. Rikas mielikuvitus, haaveilija o o o o o Maanläheinen, käytännöllinen,
4. Luottava, sinisilmäinen o o o o o Epäilevä, skeptinen, kyyninen
5. Pystyvä, tehokas, pätevä o o o o o Taitamaton, valmistautumaton
6. Tasapainoinen, rent o o o o o Kiukkuinen, ärtyisä, vihainen
7. Erakko, ujo, välttää väkijoukkoja o o o o o Seurallinen, sosiaalinen
8. Taide ei kiinnosta o o o o o Arvostaa taiteita ja kauneutta
9. Juonikas, kavala, viekas o o o o o Rehellinen, vilpitön
10. Epäjärjestelmällinen, huolimaton o o o o o Järjestelmällinen, huoliteltu

11. Masentunut, surullinen, onneton o o o o o Tyytyväinen, toiveikas

12. Itsevarma, dominoiva o o o o o Alistuva, jää taka-alalle

13. Tunteet syviä ja monipuolisia o o o o o Tunteet eivät kovin tärkeitä

14. Huolehtiva, avulias, antelias o o o o o Itsekäs, itsekeskeinen

15. Luotettava, velvollisuudentuntoinen o o o o o Epäluotettava, vastuuton

16. Itsevarma, seurassa vapautunut o o o o o Vaivaantunut, kiusaantunut

17. Hidastempoinen, verkkainen o o o o o Energinen, vauhdikas, aktiivinen

18. Tekee mieluiten totutulla tavalla o o o o o Pitää uutuudesta ja vaihtelusta

19. Kilpailuhenkinen, itsepäinen o o o o o YYhteistyökykyinen, mukautuva

20. Laiska, päämäärätön Kunnianhimoinen, o o o o o työnarkomaani

21. Impulsiivinen, kiusauksille altis o o o o o Hyvä itsehillintä

22. Seikkailunhaluinen, uhkarohkea o o o o o Välttää jännitystä ja seikkailuja

23. Älyllisesti utelias, kiinnostunut monista asioista o o o o o Teoreettiset asiat tylsiä, vain vähän mielenkiinnon kohteita

24. Vaatimaton, nöyrä o o o o o Ylimielinen, itserakas

25. Kurinalainen, sinnikäs o o o o o Vitkasteleva, helposti luovuttava

26. Rauhallinen, ei hätäänny o o o o o HHauras, kriiseissä avuton

27. Vakavamielinen o o o o o Iloinen, hilpeä

28. Arvoiltaan perinteinen, ennakkoluuloinen o o o o o Vapaamielinen, suvaitsevainen

29. Säälimätön, sydämetön o o o o o Myötätuntoinen, ihmisrakas

30. Huolimaton, ajattelematon o o o o o Harkitseva, varovainen